

## Message Text

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TO USMISSION EC BRUSSELS

UNCLAS STATE 110860

E.O. 11652: N/A

TAGS: ETRD, EEC, EAGR

SUBJECT: EC WINE LABELING REGULATION

REF: EC A-275, AUGUST 30, 1974

1. MISSION REQUESTED TO DELIVER FOLLOWING NOTE TO  
APPROPRIATE EEC OFFICIALS EXPRESSING U.S. CONCERN OVER  
POSSIBLE EFFECTS OF IMPLEMENTATION OF REGULATION (EEC)  
NO. 2133/74 OF THE COUNCIL, OF AUGUST 8, 1974 LAYING DOWN  
GENERAL RULES FOR THE DESCRIPTION AND PRESENTATION OF WINES  
AND GRAPE MUSTS. NOTE SHOULD BE PRESENTED ASAP IN ORDER  
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TO GIVE EEC TIME TO STUDY BEFORE U.S. - EC CONSULTATIONS  
SCHEDULED FOR END OF THIS MONTH. EC DELEGATION IN  
WASHINGTON ALSO BEING GIVEN TEXT. BEGIN TEXT.

2. THE UNITED STATES MISSION PRESENTS ITS COMPLIMENTS AND WISHES TO EXPRESS THE CONCERN OF THE UNITED STATES GOVERNMENT THAT REGULATION (EEC) NO. 2133/74 OF THE COUNCIL, OF 8 AUGUST 1974 LAYING DOWN GENERAL RULES FOR THE DESCRIPTION AND PRESENTATION OF WINES AND GRAPE MUSTS, CONTAINS PROVISIONS WHICH ARE EITHER DISCRIMINATORY AGAINST, OR WHICH DO NOT CALL FOR EQUAL TREATMENT OF, WINES AND GRAPE MUSTS IMPORTED INTO THE EUROPEAN ECONOMIC COMMUNITY.

IT IS THE VIEW OF THE UNITED STATES GOVERNMENT THAT SUCH PROVISIONS WILL, THEREFORE, HAVE AN ADVERSE IMPACT ON U.S. EXPORTS OF THESE PRODUCTS TO THE COMMUNITY, AND FURTHER, THAT STRICT APPLICATION OF THE REGULATION AS NOW WRITTEN CAN ONLY LEAD TO CONSEQUENCES PREJUDICIAL TO THE COMMON INTERESTS OF THE COMMUNITY AND THE UNITED STATES. THE FOLLOWING ARE THE INITIAL REACTIONS AND COMMENTS OF THE UNITED STATES GOVERNMENT CONCERNING REGULATION (EEC) NO. 2133/74:

3. ARTICLE 28-1 OF REGULATION (EEC) NO. 2133/74 PROVIDES THAT A LIST SHALL BE DRAWN UP REFERENCING NON COMMUNITY GEOGRAPHICAL AREAS AND STATES THAT SUCH A LIST "MAY INCLUDE ONLY IMPORTED WINES FOR WHICH, IN EACH CASE, THE CONDITIONS OF PRODUCTION ARE RECOGNIZED AS BEING EQUIVALENT TO THOSE FOR A QUALITY WINE PSR OR FOR A TABLE WINE HAVING AN INDICATION OF GEOGRAPHICAL ORIGIN". THE UNITED STATES GOVERNMENT VIEWS WITH CONCERN THE WORDING OF ARTICLE 28-1 WHICH IMPLIES A CERTIFICATION SYSTEM FOR U.S. WINES. THIS REQUIREMENT APPEARS CONTRARY TO ALL THE REPRESENTATIONS MADE BY THE COMMUNITY TO THE UNITED STATES GOVERNMENT OVER THE LAST YEAR, WHICH HAVE INDICATED A WILLINGNESS TO FIND A FINAL, ACCEPTABLE SOLUTION TO THE COMMUNITY CERTIFICATION REQUIREMENT. THE CURRENT WAIVER FROM THE COMMUNITY CERTIFICATION REQUIREMENT GRANTED TO THE UNITED STATES UNTIL JUNE 30, 1978 DOES NOT REPRESENT SUCH A FINAL SOLUTION. THE WAIVER IS BASED ON A QUANTITATIVE RESTRICTION AND THEREFORE THE UNITED STATES UNCLASSIFIED

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GOVERNMENT URGES THE COMMUNITY TO RETURN TO THE PREVIOUS NATIONAL EXEMPTION FOR THE U.S. PENDING A FINAL DETERMINATION OF THIS QUESTION.

4. THE LIST OF GEOGRAPHIC APPELLATIONS TO BE DRAWN UP BY THE COMMUNITY WILL, DESPITE AN INITIAL CONTRIBUTION BY THIRD COUNTRIES, IN THE FINAL ANALYSIS BE UNILATERALLY DETERMINED BY THE COMMUNITY. THE REQUEST BY THE COMMUNITY FOR INFORMATION ON GEOGRAPHIC APPELLATIONS HAS BEEN ACKNOWLEDGED BY THE UNITED STATES GOVERNMENT WHICH IS CURRENTLY UNDERTAKING THE PREPARATION OF ITS RESPONSE. YET, THE UNITED STATES GOVERNMENT IS CONCERNED THAT, AS WRITTEN, REGULATION (EEC) NO. 2133/74 PROVIDES NO COOPERA-

TIVE MECHANISM BY WHICH GEOGRAPHIC APPELLATIONS ARE INITIALLY PLACED ON A LIST OR SUBSEQUENTLY ADDED. THUS THE ENTIRE METHODOLOGY APPEARS ARBITRARY AND POTENTIALLY DISCRIMINATORY. IT IS THE BELIEF OF THE UNITED STATES GOVERNMENT THAT PROCEDURES SHOULD BE ADOPTED WHICH PROVIDE ADEQUATE PROTECTION TO NON-MEMBER COUNTRIES, IN ORDER TO PREVENT LISTS FROM BECOMING A MEANS OF DISCRIMINATION

AGAINST IMPORTED WINE AND GRAPE MUSTS.

"

5. ARTICLE 31 OF REGULATION (EEC) NO. 2133/74 SETS FORTH THE RESTRICTIONS LEVIED ON THE USE OF A NAME OF A GEOGRAPHICAL UNIT ON THE LABEL OF AN IMPORTED WINE. AMONG OTHER REQUIREMENTS, THE NAME OF A GEOGRAPHICAL UNIT MAY BE USED IF IT "IS NOT LIKELY TO BE CONFUSED WITH INFORMATION USED TO DESCRIBE A QUALITY WINE PSR OR A TABLE WINE OR ANOTHER IMPORTED WINE." (ARTICLE 31-1(C)). PROTECTION OF LEGITIMATE THIRD COUNTRY GEOGRAPHICAL NAMES DOES NOT APPEAR TO BE PROVIDED. WHAT IS PROVIDED IS SOME ARBITRARY SYSTEM (NOT AS YET DISCLOSED) FOR PROTECTING ONE NAME OVER ANOTHER, EVEN THOUGH THE VALIDITY AND LEGITIMACY OF A PARTICULAR NAME IS NOT IN QUESTION.

6. ARTICLE 31-2 PROVIDES THAT "THE NAME OF A GEOGRAPHICAL UNIT OR GIVEN REGION SITUATED WITHIN THE COMMUNITY USED TO DESCRIBE A TABLE WINE OR A QUALITY WINE PSR MAY NOT BE USED TO DESCRIBE AN IMPORTED WINE...". THIS PROVISION DOES NOT RECOGNIZE THE FACT THAT, OVER A LONG HISTORICAL UNCLASSIFIED

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PERIOD, CERTAIN TERMS LIKE "CHAMPAGNE" AND "BURGUNDY" HAVE BECOME PART OF THE ENGLISH LANGUAGE AND HAVE ACQUIRED NEW AND DISTINCTIVE MEANING DENOTING TYPES AND STYLES OF WINE, NOT GEOGRAPHIC LOCATIONS SUCH GENERIC TERMS ALTHOUGH WIDELY AND COMMONLY USED ARE RELATIVELY LIMITED IN NUMBER. THERE ARE MANY OTHER TERMS WHICH HAVE NOT ACQUIRED GENERIC ENGLISH MEANINGS AND THE USE OF THESE TERMS ON WINES NOT ORIGINATING IN THOSE LOCATIONS WOULD BE FALSE AND MISLEADING. ACCORDINGLY, THE UNITED STATES GOVERNMENT IN ITS REGULATIONS ON "LABELING AND ADVERTISING OF WINE" (27 CFR PART 4) HAS FORMALLY RECOGNIZED THE DISTINCTION BETWEEN GENERIC AND NON-GENERIC TERMS. IN ADDITION, THE UNITED STATES REQUIRES THAT THE ORIGIN OF ITS WINE BE CLEARLY AND UNMISTAKABLY IDENTIFIED (FOR EXAMPLE, "AMERICAN" OR 'CALIFORNIA' WINES). THIS POSITION HAS BEEN CONVEYED TO COMMUNITY REPRESENTATIVES. IT HAS BEEN FORMALLY SUGGESTED THAT SAMPLE LABELS SHOULD BE SUBMITTED TO THE COMMUNITY AND THAT DECISIONS WILL BE MADE ON A CASE-BY-CASE BASIS. THE UNITED STATES GOVERNMENT URGES THE COMMUNITY TO ALTER THIS POSITION WITH REGARD TO ARTICLE 31-2, BY ALLOWING THE USE OF GENERIC TERMS, WHICH ARE THE SAME OR SIMILAR TO NAMES OF GEOGRAPHICAL UNITS OR GIVEN REGIONS SITUATED WITH-

IN THE COMMUNITY, IF SUCH TERMS ARE LEGALLY PERMITTED IN THE UNITED STATES, SUBJECT TO CERTAIN REASONABLE SIZE, POSITION AND OTHER LA0EL SPECIFICATIONS WHICH WOULD AVOID ANY POSSIBLE MISUNDERSTANDING AS TO THE ACTUALORIGIN OF THE WINE.

7. A MAJOR CONCERN OF THE UNITED STATES GOVERNMENT IS THAT MANY OF THE ARTICLES CONTAINED IN REGULATION (EEC) NO. 2133/74 DO NOT PROVIDE FOR MANDATORY EQUAL TREATMENT. ARTICLE 31-3 PROVIDES THAT DEROGATIONS MAY BE ALLOWED FOR THE USE OF THE NAME OF A GEOGRAPHICAL UNIT TO DESCRIBE A WINE WHICH HAS BEEN MIXED, PROVIDED THAT THEY CONFORM TO THE PROVISIONS OF THE NON-MEMBER COUNTRY OF ORIGIN AND DO NOT EXCEED THE DEROGATIONS ALLOWED UNDER ARTICLE 14-3 FOR QUALITY WINES PSR. THIS PROVISION ALLOWS FOR BUT DOES NOT REQUIRE EQUAL TREATMENT OF

IMPORTED WINES HAVING A GEOGRAPHICAL APPELLATION, AND QUALITY WINES PSR. PERMISSION TO MEMBER STATES TO ACT UNCLASSIFIED

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FAVORABLY TOWARDS IMPORTED WINE PRODUCTS, TO THE SAME DEGREE AS COMMUNITY PRODUCTS, DOES NOTHING TO ASSURE NONDISCRIMINATORY TREATMENT OF IMPORTS.

8. ARTICLE 32 COVERS THE USE OF THE NAME OF A VINE VARIETY TO DESCRIBE AN IMPORTED WINE. A LIST OF VARIETIES IS TO BE DRAWN UP FOR EACH NON-MEMBER COUNTRY. THE RESERVATIONS OUTLINED ABOVE IN PARAGRAPH 3 REGARDING LISTS OF GEOGRAPHICAL APPELLATIONS, APPLY EQUALLY TO LISTS OF VINE VARIETIES. AGAIN, THE POTENTIAL FOR ARBITRARY AND DISCRIMINATORY DECISIONS IS QUITE CLEAR, BECAUSE THERE IS NO PROVISION FOR FAIR RESOLUTION OF CONTROVERSIES. FOR EXAMPLE, ARTICLE 32 PROVIDES THAT "A LIST MAY NOT INCLUDE NAMES OF VARIETIES WHICH ARE LIKELY TO CAUSE CONFUSION WITH: THE NAME OF ANOTHER GENETICALLY DIFFERENT VARIETY GROWN WITHIN THE COMMUNITY". WHAT ENTITY WILL HAVE THE RIGHT TO MAKE THIS TYPE OF DETERMINATION? WILL EVIDENCE BE ALLOWED TO BE SUBMITTED? THE ARTICLE, AS WRITTEN, PROVIDES NO SAFEGUARDS FOR THE NAME OF LEGITIMATE VARIETIES IN NON-MEMBER COUNTRIES, AND CLEARLY ALLOWS FOR AN INTERPRE- TATION WHICH GIVES INORDINATE POWER TO MEMBER STATES TO CONTROL OR ELIMINATE COMPETITION. THAT THE COMMISSION

WILL STUDY THE QUESTION WHEN LISTS ARE SUBMITTED, PROVIDES ONLY FOR AN INFORMAL MECHANISM AND SERVES TO HIGHLIGHT THE CONCERN OF THE UNITED STATES GOVERNMENT OVER THE TREATMENT TO BE ACCORDED U.S. WINES. THE UNITED STATES AGREES THAT DECEPTION AND FALSE REPRE- SENTATION SHOULD BE PROHIBITED- AT THE SAME TIME, HOW- EVER, IT SHOULD BE RECOGNIZED THAT THE STANDARD AND

OFFICIALLY ACCEPTED NAMES OF GRAPE VARIETIES DIFFER AMONG COUNTRIES AS WELL AS AMONG LANGUAGES. ACCORDINGLY, THE USE OF LEGITIMATE VARIETAL GRAPE NAMES SHOULD BE PERMITTED ON IMPORTED WINES SO LONG AS OTHER DESCRIPTIVE INFORMATION SHOWN ON THE LABELS PRECLUDES DECEPTION AS TO THE ACTUAL ORIGIN OF THE WINE.

9. ARTICLE 32 FURTHER PROVIDES THAT THE NAME OF A VINE VARIETY MAY ONLY BE USED IF THE PRODUCT CONCERNED IS MADE ENTIRELY FROM GRAPES OF THE VARIETY WHICH IT IS UNCLASSIFIED

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INTENDED TO INDICATE. ARTICLE 32-2 ALLOWS FOR DEROGATIONS PROVIDED THAT THEY CONFORM TO THE PROVISIONS OF THE NON-MEMBER COUNTRY OF ORIGIN AND DO NOT EXCEED THE DEROGATIONS ALLOWED UNDER ARTICLE 5-2 (TABLE WINES) AND ARTICLE 15-2 (QUALITY WINES PSR). ACCORDING TO THESE LATTER TWO ARTICLES, MEMBER STATES MAY ALLOW AN INDICATION OF THE NAMES OF TWO VINE VARIETIES PROVIDED THAT THE PRODUCT IS OBTAINED ENTIRELY FROM THE VARIETIES NAMED; OR THE NAME OF ONE VINE VARIETY, IF THE PRODUCT CONCERNED IS OBTAINED AT LEAST 85 PERCENT FROM GRAPES OF THE VARIETY SPECIFIED. ARTICLE 32-2, HOWEVER, DOES NOT PROVIDE FOR, OR MAKE MANDATORY, EQUAL TREATMENT. THE CURRENT WORDING WOULD ALLOW MEMBER STATES TO SET AN 85PERCENT VINE VARIETY STANDARD FOR TABLE WINE AND QUALITY WINE PSR AND A 100 PERCENT OR 95 PERCENT VARIETY STANDARD FOR IMPORTED WINES. THE UNITED STATES VIEWS AS A SERIOUS OMISSION THE ABSENCE OF A REQUIREMENT THAT MEMBER STATES TREAT IMPORTED AND COMMUNITY WINE PRODUCTS EQUALLY. IN ADDITION, THE UNITED STATES QUESTIONS THE NECESSITY OF EXTENDING THIS INTERNAL COMMUNITY REQUIREMENT TO IMPORTED WINES.

10. LACK OF PROVISION FOR EQUAL TREATMENT APPLIES TO OTHER ARTICLES OF REGULATION (EEC) NO. 2133/74. ARTICLE 33 PERMITS THE INDICATION OF VINTAGE YEAR UNDER CERTAIN CONDITIONS (33-1) AND PROVIDES FOR DEROGATIONS PROVIDED THAT THEY CONFORM TO THE PROVISIONS OF THE NON-MEMBER COUNTRY OF ORIGIN AND DO NOT EXCEED THE DEROGATIONS ALLOWED UNDER ARTICLE 6-2 (TABLE WINES) AND ARTICLE 16-2 (QUALITY WINES PSR) WHICH PERMIT MEMBER STATES TO ALLOW THE INDICATION OF A VINTAGE YEAR IF AT LEAST 85 PERCENT OF THE WINE CONCERNED IS OBTAINED FROM GRAPES OF THE VINTAGE YEAR INTENDED TO BE INDICATED. CLEARLY, ARTICLE 33 ALLO'SFOR EQUAL TREATMENT OF IMPORTED WINE PRODUCTS BUT DOES NOT REQUIRE IT. THE SAME IS ALSO TRUE FOR ARTICLE 44 WHICH RESTRICTS THE USE OF THE APPELLATION, "WINE" TO DESCRIBE PRODUCTS MADE OF GRAPES. ARTICLE 44-2 PERMITS THE POSSIBILITY FOR MEMBER STATES TO ALLOW "THE USE OF THE WORD 'WINE' ACCOMPANIED BY THE NAME OF A FRUIT AND IN THE FORM OF A COMPOSITE NAME TO DESCRIBE PRODUCTS OBTAINED BY THE FERMENTATION OF

FRUITS OTHER THAN GRAPES#. AS THE DELEGATION OF THE  
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COMMISSION OF THE EUROPEAN COMMUNITY HAS POINTED OUT,  
ARTICLE 44-2 DOES NOT RESTRICT THIRD COUNTRIES FROM  
ENJOYING THE SAME DEROGATION. NEVERTHELESS, AS IS THE  
CASE IN OTHER ARTICLES MENTIONED ABOVE, THE COMMUNITY HAS  
TAKEN NO STEPS WHATSOEVER TO GUARANTEE EQUAL TREATMENT

BY REQUIRING MEMBER STATES TO ACCORD EQUAL APPLICABILITY  
OF DEROGATIONS TO COMMUNITY AND IMPORTED WINE PRODUCTS  
ALIKE.

11. THE UNITED STATES GOVERNMENT FINDS SIMILAR OBJEC-  
TION TO OTHER PROVISIONS OF REGULATION (EEC) NO. 2133/74.  
A COMPARISON OF ARTICLE 2, WHICH COVERS COMMUNITY TABLE  
WINES, WITH ARTICLE 27, COVERING NON-MEMBER COUNTRIES  
"NON-APPELLATION" WINES, SHOWS THAT TABLE WINES ARE  
PERMITTED ADDITIONAL LABEL ITEMS NOT AUTHORIZED FOR  
IMPORTED NON-APPELLATION-WINES: AWARDS, DISTRICT OR  
REGION OF PRODUCTION, VINEYARD NAME, VARIETY OR VARIETIES,  
VINTAGE AND PRODUCTION DETAILS (SEE ARTICLE 2-2(D) AND  
(E); ARTICLE 2-3). ARTICLE 9-2, COVERING OFFICIAL DOCU-  
MENTS AND REGISTERS FOR TABLE WINE, ALSO INCLUDES THIS  
INFORMATION FOR DOCUMENTATION PURPOSES. FURTHER EMPHASIZ-  
ING THIS DOUBLE STANDARD IS THE PROVISION OF ARTICLE 33-1  
(B) WHICH STATES THAT THE INDICATION OF VINTAGE YEAR  
SHALL BE ALLOWED ON THE LABELS OF IMPORTED WINES ONLY  
IF ACCOMPANIED BY THE NAME OF A GEOGRAPHICAL UNIT. NO  
SUCH REQUIREMENT IS IMPOSED ON COMMUNITY TABLE WINES.  
ARTICLE 3 PROVIDES THAT FOR TABLE WINES DESCRIBED IN  
ACCORDANCE WITH ARTICLE 30(2) AND (3) OF REGULATION (EEC)  
NO. 816/70, THE DESCRIPTION MAY BE  
FURTHER SUPPLEMENTED BY INFORMATION AS TO THE NAME OF A  
GEOGRAPHICAL UNIT, THE NAME OF ONE OR TWO VINE  
VARIETIES, AND/OR VINTAGE YEAR ETC. THERE IS NO  
REQUIREMENT THAT ALL SUCH INFORMATION NEED BE GIVEN, OR  
ANY AT ALL, THEREBY ALLOWING MEMBER STATES THE FREEDOM  
TO LABEL TABLE WINES WITH A VINTAGE YEAR WITHOUT FURTHER  
INFORMATION.

12. ARTICLES 22 AND 29 COVER THE LABELING OF MUSTS, CON-  
CENTRATES, AND WINES NOT USED FOR DIRECT CONSUMPTION.  
ARTICLE 22, WHICH DESCRIBES THE ALLOWABLE LABELING FOR  
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MEMBER STATE PRODUCTS PERMITS THE INDICATION OF VINTAGE  
YEAR. ARTICLE 29 COVERS NON-MEMBER COUNTRIES' PRODUCTS  
AND DOES NOT PROVIDE FOR SUCH INDICATION. THIS SAME  
UNEQUAL TREATMENT IS CARRIED OVER TO ARTICLES 24-2

AND 35-3, WHICH COVER THE SAME PRODUCTS WITH REGARD TO

OFFICIAL DOCUMENTS AND REGISTERS. VINTAGE YEAR INFORMATION IS ALLOWED ON MEMBER STATE DOCUMENTS (ARTICLE 24-2) BUT IS NOT COVERED FOR NON-MEMBER COUNTRIES' PRODUCTS(ARTICLE 35-3).

13. THE COMMUNITY'S AUTHORITY TO PRESCRIBE REGULATIONS IN AS GREAT DETAIL AS DESIRED FOR THE DESCRIPTION AND PRESENTATION OF WINES AND GRAPE MUSTS PRODUCED IN THE

COMMUNITY IS RECOGNIZED. THE UNITED STATES ALSO UNDERSTANDS THE VIEW THAT, IN PRINCIPLE, THE STANDARDS

PRESCRIBED FOR COMMUNITY WINES AND GRAPE MUSTS SHOULD NOT BE MORE RIGOROUS THAN THOSE APPLICABLE TO COMPETING IMPORTED WINES. NEVERTHELESS, WHEN CARRIED TO THE EXTREME AS IN THE CASE OF REGULATION (EEC) NO. 2133/74, THIS PRINCIPLE HAS THE EFFECT OF IMPOSING ON OTHER COUNTRIES THE COMMUNITY'S STANDARDS OF ACCEPTABILITY. SUCH A POLICY IGNORES THE FACT THAT WINE IS A HIGHLY INDIVIDUAL AND VARYING COMMODITY FOR WHICH THE CUSTOMARY PRACTICES AND RULES OF PRODUCTION, DISTRIBUTION AND CONSUMPTION, INCLUDING THOSE ASPECTS REGULATED BY GOVERNMENTAL AGENCIES, NECESSARILY AND UNAVOIDABLY DIFFER FROM COUNTRY TO COUNTRY. IN UNILATERALLY REQUIRING THAT THE DESCRIPTION AND PRESENTATION OF IMPORTED WINES AND GRAPE MUSTS MUST CONFORM IN EXACTING DETAIL TO ITS RULES AND STANDARDS, THE COMMUNITY IS INVITING THIRD COUNTRIES TO REACT IN LIKE MANNER, THAT IS, TO IMPOSE UPON WINES AND GRAPE MUSTS IMPORTED FROM THE COMMUNITY THE COMPLETE AND PRECISE RANGE OF THEIR DOMESTIC REGULATORY REQUIREMENTS. SUCH "RECIPROCAL TREATMENT" CAN ONLY RESULT IN A THROTTLING OF TRADE, TO THE MUTUAL DISADVANTAGE OF THE COUNTRIES CONCERNED, INCLUDING THEIR CONSUMING POPULATIONS.

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14. THE UNITED STATES BELIEVES THAT A SOLUTION TO THE PROBLEMS AND CONSEQUENCES WHICH WOULD RESULT FROM THE ENTRY INTO FORCE ON SEPTEMBER 1, 1975 OF REGULATION (EEC) NO. 2133/74 CAN BE FOUND THROUGH MUTUAL ENDEAVOR OF THE COMPETENT AUTHORITIES OF THE COMMUNITY AND THE UNITED STATES. SUCH COOPERATION SHOULD SEEK MUTUAL ACCOMMODATION OF COMMUNITY AND UNITED STATES CONCERNS IN ESTABLISHING FAIR RULES OF COMPETITION BETWEEN DOMESTIC AND FOREIGN PRODUCERS AND IN ASSURING ACCURACY AND INFORMATIVENESS IN THE DESCRIPTION AND PRESENTATION OF WINES AND GRAPE MUSTS TO CONSUMERS. SUCH ENDEAVORS SHOULD PROCEED FROM RECOGNITION OF THE DIVERSITY OF WINES, AND OF THE CONSEQUENCES OF SUCH DIVERSITY FOR NATIONAL REGULATORY

SYSTEMS CONTROLLING THEIR PRODUCTION AND DISTRIBUTION,  
AND ACCORDINGLY SHOULD SEEK AGREEMENT ON REGULATORY

CONTROLS WHICH WILL SERVE THE PRINCIPLES OF FAIR COMPETITION AND HONEST LABELING WHILE AVOIDING REQUIRING ABSOLUTE CONFORMITY. THE UNITED STATES BELIEVES THAT, IN GENERAL, WINES AND GRAPE MUSTS WHICH MEET THE OFFICIAL STANDARDS OF THE COUNTRY OF ORIGIN SHOULD BE PERMITTED ENTRY INTO THE MARKETS OF OTHER COUNTRIES AS LONG AS THEIR PRESENTATION AND DESCRIPTION (LABELING) IS ACCURATE.

15. IT IS THE HOPE OF THE UNITED STATES GOVERNMENT THAT THE COMMUNITY IS WILLING TO COOPERATE IN MUTUAL ENDEAVORS TO MODIFY OR AMEND REGULATION (EEC) NO. 2133/74 SO AS TO ELIMINATE (A) THE DISCRIMINATORY PROVISIONS, (B) THE POTENTIAL FOR HARMFUL DISCRIMINATION BY INDIVIDUAL MEMBER STATES, AND (C) THE APPLICABILITY TO IMPORTS OF DETAILED REQUIREMENTS WHICH DO NOT BEAR ON THE HONESTY AND ACCURACY IN THE PRESENTATION AND DESCRIPTION OF WINE AND GRAPE MUSTS. THE UNITED STATES ASSURES THE COMMUNITY OF ITS READINESS TO COOPERATE IN SEEKING SOLUTIONS WHICH WILL PROTECT BOTH PRODUCERS AND CONSUMERS FROM UNFAIR COMPETITION.

16. TO THIS END, THE UNITED STATES REQUESTS THAT THE DATE OF IMPLEMENTATION OF REGULATION (EEC) NO. 2133/74 BE POSTPONED FOR AN INDETERMINATE PERIOD PENDING REVIEW AND FURTHER CONSULTATIONS. END TEXT. KISSINGER  
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## Message Attributes

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